



UPTOWN FORWARD

Rooted in the Past. Designed for the Future.

A Public Realm Centered Plan.

Presented by

BUILD:PUBLIC

Presentation to Doran and Neighborhood
July 11, 2025

Update for Doran
July 16, 2025

Planning Commission
July 21, 2025

EXISTING SITE CONDITIONS



NEIGHBORHOOD VIEW



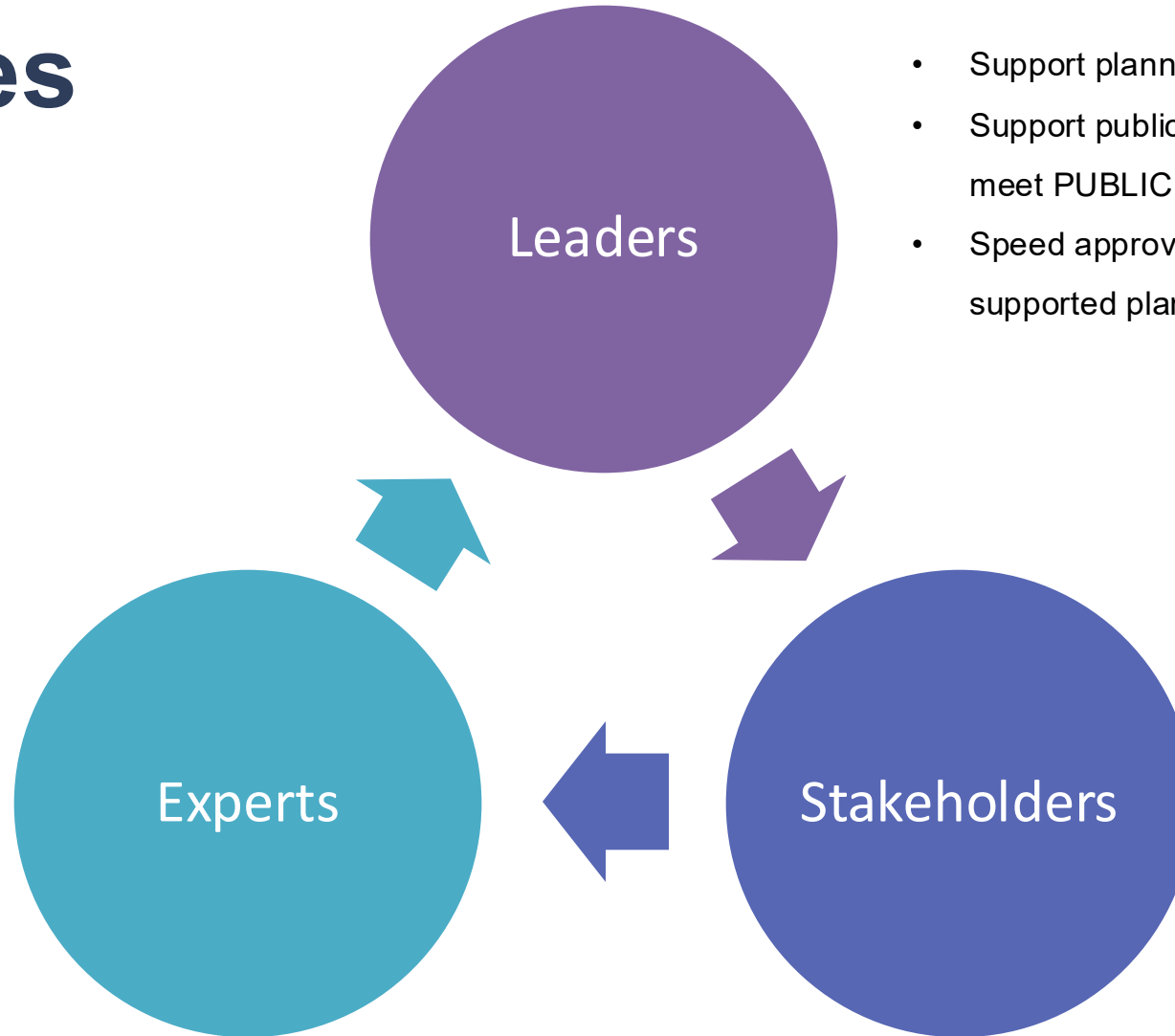
1 km

Image capture 2025

LEADERSHIP AND ENGAGEMENT

What does it take?

- Mixed Use Development
- Urban Placemaking
- Architecture
- Marketing
- Activation
- Parking
- Public Safety
- Urban Regeneration
- Infill Development



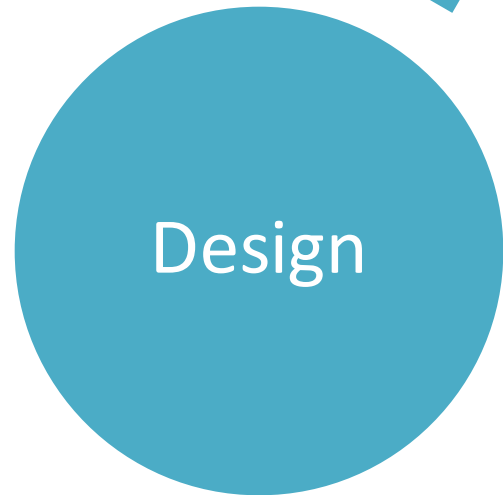
- Support planning application
- Support public financing tools to meet PUBLIC goals
- Speed approval of Community supported plan

- Collaborate with developers
- Inform the vision
- Keeper of the vision
- Support good projects/oppose bad
- Rally support for maintaining greenspace
- Represent all ages, incomes, backgrounds - owners and renters - everyone that cares

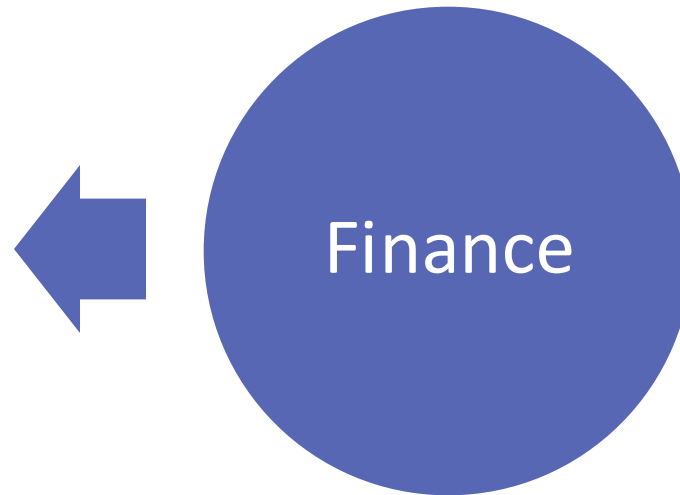
VISION

Ingredients.

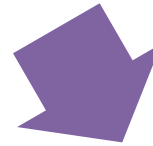
- Public realm
- Human scale
- Unique experiences
- Landscape



- Local, curated businesses
- Mixed uses
- Human scale



- City and state programs
- Metro Council
- Private debt and equity
- Local and regional banks
- SBA
- Philanthropy



PUBLIC REALM GOALS

Think big.

This next large project can – and must – restore and transform this important corner into a vibrant urban neighborhood center.

But we're not going back. The next design will adapt to today and beyond. It will set the stage for the next one hundred years to unfold piece by piece.

What's at risk? The long-term economic value and community identity of this treasured urban neighborhood.

1. Create a **new public square**
- a place for all.
A place for constant events and activity.
2. Improve **public safety**.
3. Downsize/right size **retail**.
4. Green the neighborhood. Street trees, planters, pots - green throughout.
5. Create clear connection to **parking**.
6. Utilize existing parking inventory as district parking.

ABOUT BUILD:PUBLIC

**We are long-time neighbors, long-term investors,
and experienced mixed-use urban infill developers.**



We Create

Build:Public seeks to support and leverage local energy, commitment, and resources.



We Advise

Build:Public lobbies and supports stakeholders and public officials in revising existing or adopting new policies to support the public realm.



We Realize

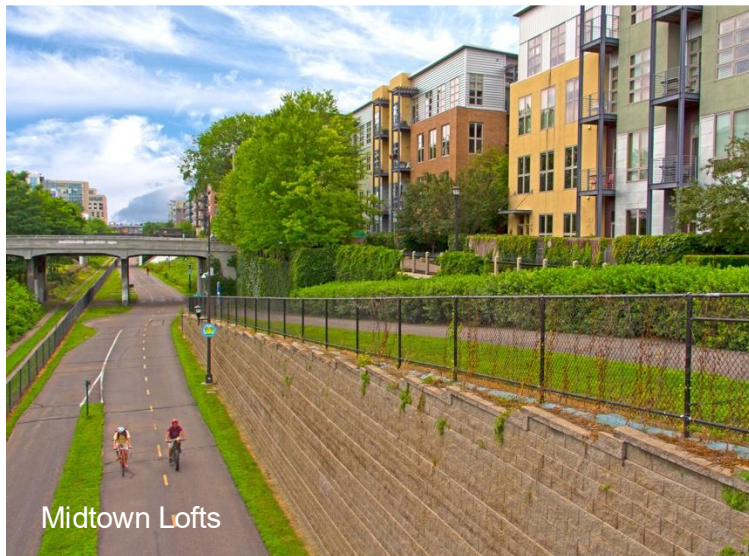
Build:Public works with stakeholders and public officials to form a BID to address public safety, maintenance, and promotion

- identify public funding sources to help fund the public realm
- create new financing mechanisms

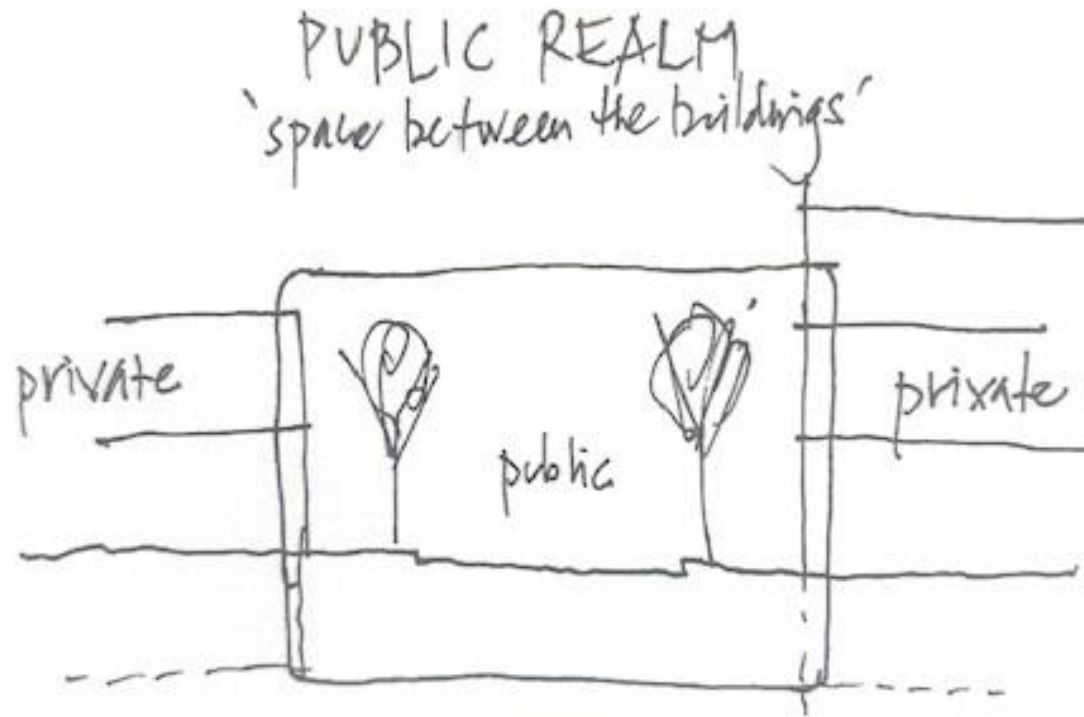
BUILD PUBLIC: EXPERIENCE



BUILD PUBLIC: UPTOWN EXPERIENCE



BUILD PUBLIC: VALUE

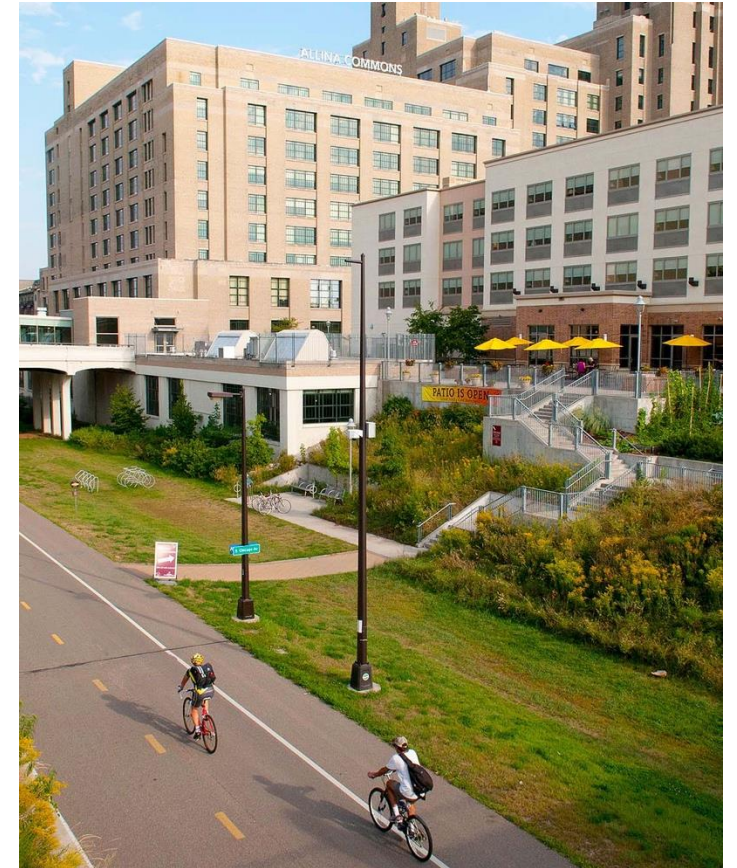


Public realm centered plans add value.

- We have deep experience creating places valued by the community - and marketplace. We help shape the 'space between the buildings'
- **We focus on building the community vision.**

PUBLIC REALM VALUE

Data shows a high-quality public realm adds value to adjoining properties.



LOCATON, LOCATION, LOCATION

Why come to Uptown?

Unique place. Unique offerings. Regular Programming.



Clean

Safe

Beautiful

Active

Interesting

Useful

CREATING VALUE

Making memorable places and moments.

Unique, memorable, goods, services, and programming will attract new and repeat visitors to Uptown.



CREATING VALUE

The enclosed mall is dead.

All over, consumers are seeking a real street-based experience.

Retail has dramatically changed.

Large footprint corporate retail doesn't serve Uptown.

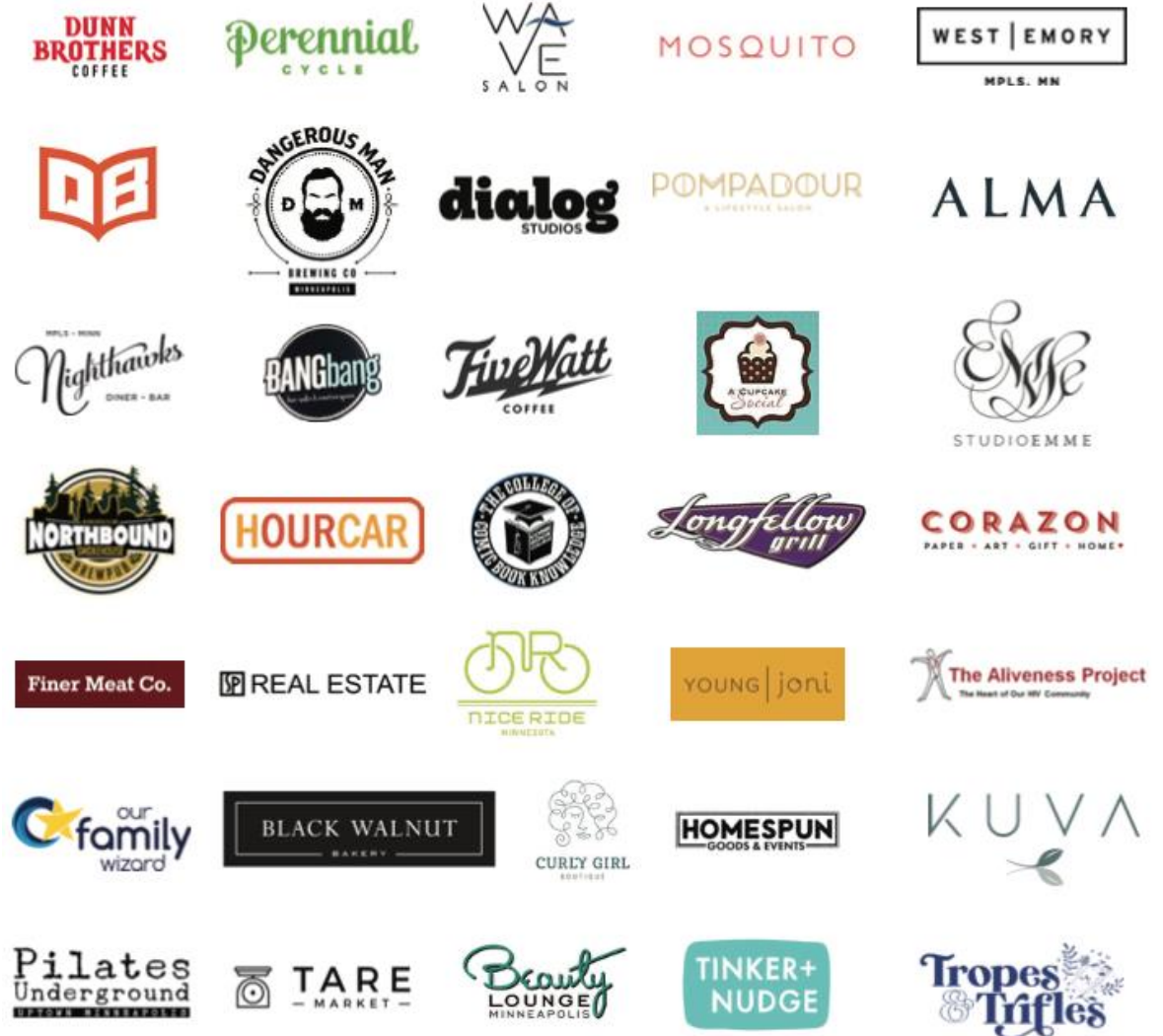
Stores still serve as showrooms.

Shopping is entertainment.



ACTIVATORS

The future is
smaller, local,
unique goods
and services.



THE DE-MALLING OF CALHOUN SQUARE



1920
“Uptown”



1985
“Calhoun Square”



2017
“Seven Points”



2025
“Uptown”

Neighborhood

Mall

Neighborhood

KEY ISSUES

One of a Kind. A neighborhood, not a commodity project.



- Integrated
- Complex
- Mixed use
- Focused on public space
- Incremental
- Shared Parking
- Green spaces/green buildings

KEY ISSUES

Purpose.



Food, food, food

- Container kiosks
- Owner/operators



Attractions

- Lakes Area
- Unique shops
- Festivals
- Regular events

Amenities

- Sauna
- Wellness and medical
- Salons and spas
- Grocery
- Personal services
- Multi-modal connections



KEY ISSUES

Security. A Next generation public safety program.



Connected

vs



Gated

- Community Policing
- Open Streets
- Active Frontages
- Stoops and Storefronts
- Eyes on the Street

- Traditional Police Force
- Private and guarded
- Fenced and gated
- Disconnected from street
- Security Systems

KEY ISSUES

Activation. Year-round programming.



Summer
Music weekends

Winter
Ice sculptures and
sauna events



Fall
Harvest events

Spring
Streetscape plantings



KEY ISSUES

Mobility.

We are shifting the paradigm,
but for now we still have cars.



Pedestrian



Bus



Light Rail



Car Share



Delivery



Biking/Bike Share



Ride sharing



EV Charging



Bike Commuting



DESIGN GOALS

1. Create beautiful streets, activated **public spaces** welcoming to all
2. Improve **Public Safety** for all
3. Create **central gathering**/programming space for all
4. Create strong connection from parking ramp to **Hennepin Avenue**
5. Incorporate 2-7 story **residential** uses
6. Provide smaller **ground floor spaces** for target tenants
7. Utilize/maximize **ramp parking**
8. Retain/add **back street parking** wherever possible
9. Clean and **Green Streets**. Manage stormwater and streetscape.
10. **Green Buildings**. Recycle worthy structures.
Low impact new buildings.

PROPOSED DORAN PLAN

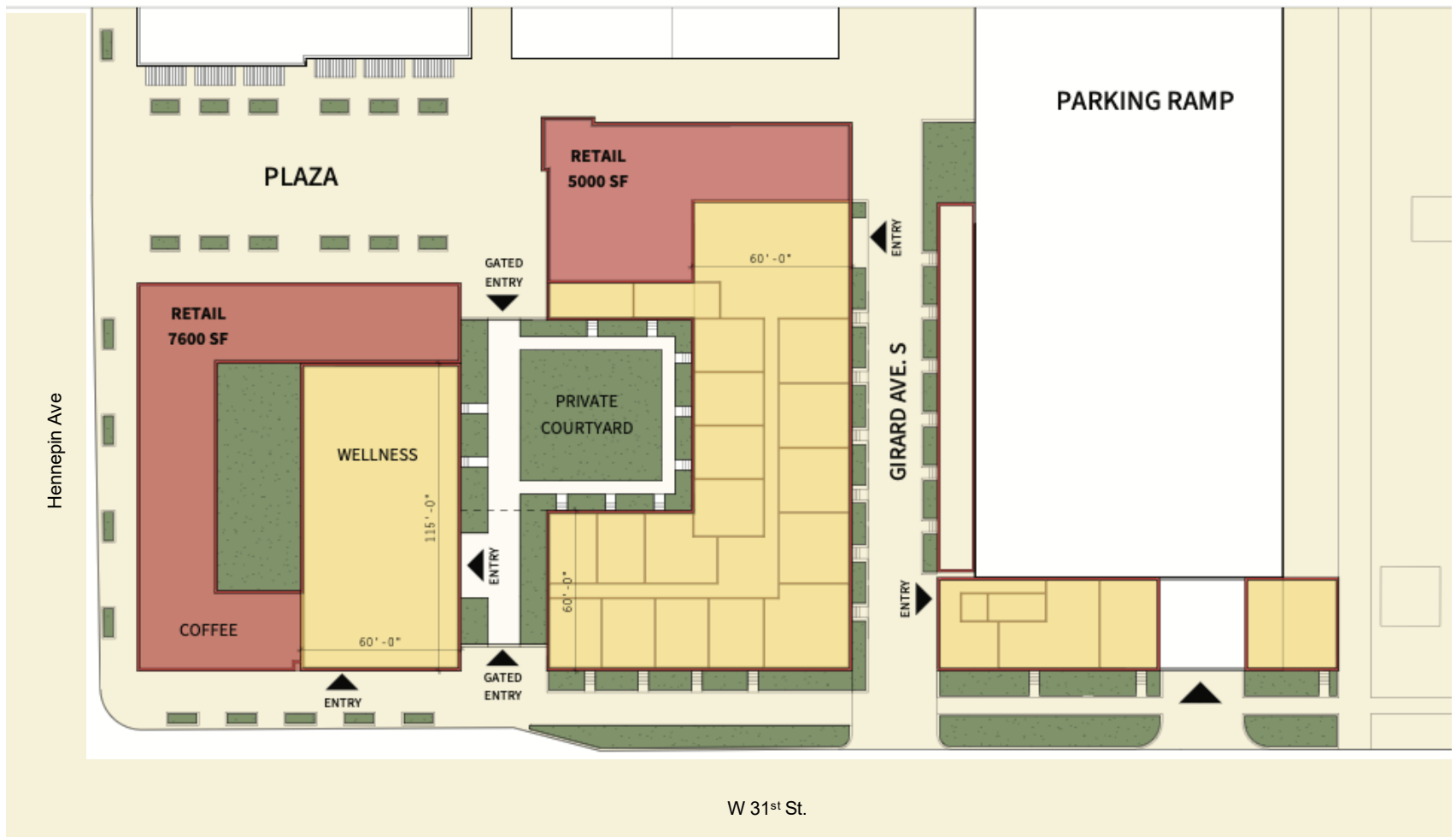


Site plan of the proposed 10-story building at 310 Hennepin Avenue. The plan shows the building footprint, surrounding streets (Hennepin Ave., W 31st St.), and adjacent areas (Plaza, Parking Ramp). Key features include:

- Building Footprint:** A large rectangular building with a central courtyard.
- Rooms and Areas:**
 - RETAIL 7600 SF:** Located on the west side of the building.
 - COFFEE:** Located on the south side of the retail area.
 - WELLNESS:** A large yellow area on the south side of the retail area.
 - RETAIL 5000 SF:** Located on the east side of the building.
 - PRIVATE COURTYARD:** A green area in the center of the building footprint.
- Entrances:**
 - ENTRY:** Located on the south side of the building.
 - GATED ENTRY:** Located on the west side of the building.
 - ENTRY:** Located on the east side of the building.
- Dimensions:**
 - 60'-0"
 - 115'-0"
 - 60'-0"
- Surrounding Features:**
 - PLAZA:** Located to the west of the building.
 - PARKING RAMP:** Located to the east of the building.
 - STREETS:** HENNEPIN AVE. (west), W 31ST ST. (south), GIRARD AVE. S (east).
- North Arrow:** Located in the bottom left corner.

PUBLIC REALM

-  Retail
-  Residential
-  Public Realm



COMPARITVE PROGRAMS

Residential

Commercial

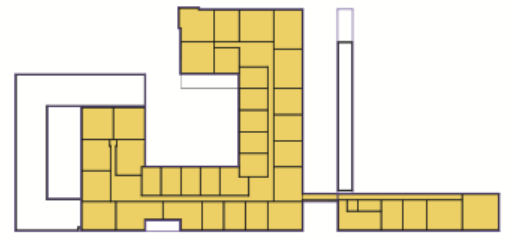
EXISTING PROGRAM	DORAN PROGRAM	B:P PROGRAM
None	225 Units	250 Units
60,000 sq ft ground floor 40,000 sq ft second floor	None ground floor	11,000 sq ft ground floor

SITE AREA 52,365 sq ft, 1.2 acres

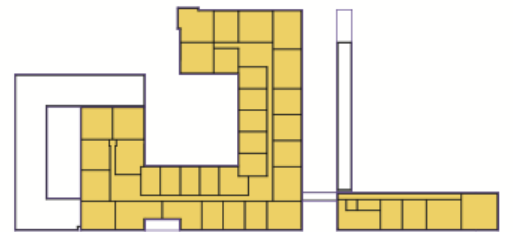
PROGRAM: PUBLIC/PRIVATE



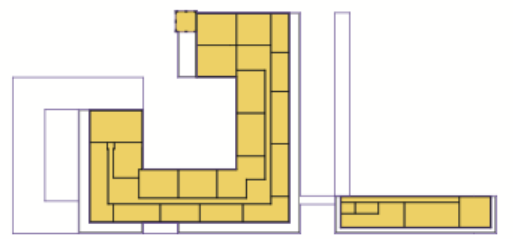
First Floor



AREA DIAGRAM 2nd FLOOR 1" = 100'-0"



AREA DIAGRAM 3rd-6th FLOOR 1" = 100'-0"



AREA DIAGRAM 7th FLOOR 1" = 100'-0"

UPTOWN FORWARD



Looking northeast at Hennepin Ave and 31st St intersection.

UPTOWN FORWARD



Aerial looking northeast at Hennepin Ave and 31st St intersection.

UPTOWN FORWARD



Looking northeast at Hennepin Ave and 31st St intersection.

UPTOWN FORWARD



Aerial on Hennepin looking east.

UPTOWN FORWARD



Looking east on Hennepin through public plaza.

PUBLIC REALM ELEMENTS

Plaza



New central plaza

Streets



- Redesigned Girard as stoop-lined pedestrian street
- New east/west street to connect Hennepin to Girard

Streetscape



Frontages



High quality commercial and residential frontages

PUBLIC PLAZA

Community gathering space looking east from Hennepin Avenue.



PEDESTRIAN STREETS



Arcade of shops on pedestrian street.



PEDESTRIAN STREETS



STREETSCAPING



RESIDENTIAL FRONTAGES



PRIVATE SPACE DEMARKATION



Private plaza entry gate



COMMERCIAL

Incubate small, local businesses.

- Identify, solicit, and qualify tenants
- Provide support and training - design, finance, marketing, merchandising
- Collaborate with Stakeholders/Masterminds group

Small: Table



Medium: Food Truck



Large: Storefront



COMMERCIAL ACTIVATORS



Attracting and serving the right future tenants.

- Unique, one-of-a-kind goods and services serving the neighborhood and visitors.
- Business that draw new and repeat customers and activate the sidewalks and square.
- Second or third outlets of proven/loved concepts from other neighborhoods if owned and operated by committed local owners.

Qualifying is:

- 'Best of class' and openness to modern merchandising
- Collaborative - part of larger mission
- Mix/variety of surrounding tenants
- A great product or service

Funded by:

- Property Owners
- City and State Econ. Development Funds
- Minneapolis Foundation
- Private Donors
- TIF/Small share of property value increase

Supported by:

- Collaboration with other Stakeholders
- Professional support in store design, merchandizing, finance, marketing, permitting

OUT OF THE BOX



PUBLIC ART



NEW HOUSING OPTIONS

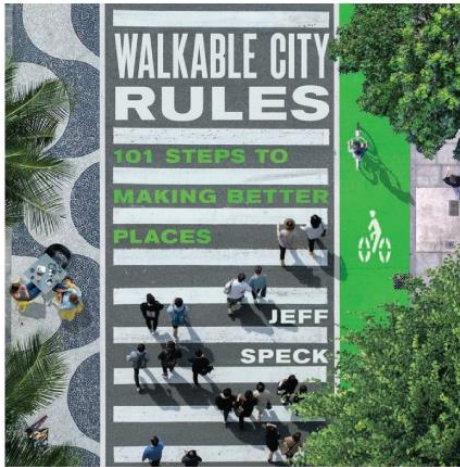


- Target Market 1-2 person households
- Mix of sizes/prices
- 20% affordable to 80% of median (Phase 2)
- Top floors larger more expensive homes



- Large glass areas
- Open floor plans
- Long views
- Community outdoor space
- Individual ground floor entries

WALKABLE CITY RULES



Resource:

Walkable City Rules - 101 Steps to Making Better Places

by Jeff Speck

Walkable City Rules provides simple, but excellent guidance for creating great, walkable places.

The following rules have direct application to the Public Realm plan for the site:

- | | |
|---|---|
| #1 Sell Walkability on Wealth | #78 Put Trees Almost Everywhere |
| #2 Sell Walkability on Health | #79 Select and Locate Street Trees Properly |
| #3 Sell Walkability on Climate Change | #73 Make Great Crosswalks |
| #4 Sell Walkability on Equity | #80 Design Sidewalks Properly |
| #5 Sell Walkability on Community | #81 Disallow Curb Cuts |
| #6 Invest in Attainable Housing Uptown | #82 Introduce Parklets |
| #9 Fix Your Codes | #83 Make Firm Edges |
| #10 Do the Math | #86 Use Lighting to Support Urbanism |
| #17 Make Uptown Parking a Public Utility | #88 Make Sticky Edges |
| #18 Decouple and Share Parking | #89 Limit Repetition |
| #19 Price Parking Based on Its Value | #90 Break Up Big Buildings |
| #34 Adopt an Uptown speed limit | #92 Hide the Parking Structures |
| #48 Adopt a 10-Foot Standard for Free Flow Lanes | #93 Direct Your Public Art Budget to Blank Walls |
| #52 Justify Biking Investment | #94 Do a Walkability Study |
| #63 Put Curb Parking Almost Everywhere | #98 Do Some Tactical Urbanism |
| #68 Place Neckdowns at Wide Crossings | #99 Start Code Reform Now |
| #70 DO NOT FIX COMPLEXITY | #101 Dream Big |

CONTRIBUTORS

Michael Lander

As founder and primary funder of BUILD:PUBLIC and president of Lander Group, a Minneapolis-based real estate development firm specializing in urban infill projects, he leads the planning, design, and development of commercial, residential, and mixed-use developments across the Midwest and California. Since 1991 the Lander Group has designed and developed award-winning residential/mixed-use projects, both new construction and substantial renovations or adaptive reuse.

Rafael Campos de Pinho

Between place-making and image-making, Raphael creates spaces and scenes, both real and constructed, to translate ideas into form and experience into meaning. Working between Europe and the Americas, Raphael learned by working with leading urban planners and top ad agencies and earned recognition and awards in the fields of advertising, urban and architectural design.

Bob Close

A landscape architect and urban designer with over 45 years of experience, Bob is well known for his design and communication skills in the Twin Cities and surrounding region. His work has always centered on the creation of engaging, sustainable and livable environments, whether in the public domain or for private clients.

Pong Khow

A design partner at ESG since 1987, Pong explores the relationship between art and architecture in the design of signature residential, higher education and corporate projects. On such iconic structures as 301 Kenwood, The Edgewater and American Academy of Neurology, Pong worked with clients and collaborators from concept through completion to provide a holistically designed and detailed project.



“Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.”

- Margaret Mead

UPTOWN FORWARD v2



Looking northeast at Hennepin Ave and W 31st St.



UPTOWN FORWARD v2



Looking east through public plaza.



UPTOWN FORWARD v2



Looking southeast on Hennepin through public plaza.

UPTOWN FORWARD v2



Looking northeast on Hennepin through public plaza.